



ENERGY STAR® Appliances, Consumer Electronics, & Water Heaters

Welcome & Update

Sarah Duffy, The Cadmus Group LLC
Stacy Glatting, U.S. EPA

ENERGY STAR Products Partner Meeting
October 25, 2016
Chicago, IL



Upcoming Appliance & CE Sessions

Today

- 9:00 – 10:00 Keeping Up with Emerging Technology: Next Level Advances in Appliances and Electronics
- 10:15 – 11:15 New Promotional Opportunities with Converging ESRPP and Marketing
- 1:15 – 1:45 A Detailed Look at Sound Bar Sales
- 1:45 – 2:15 ENERGY STAR Tools

We Hope to See You!



ENERGY STAR Appliances



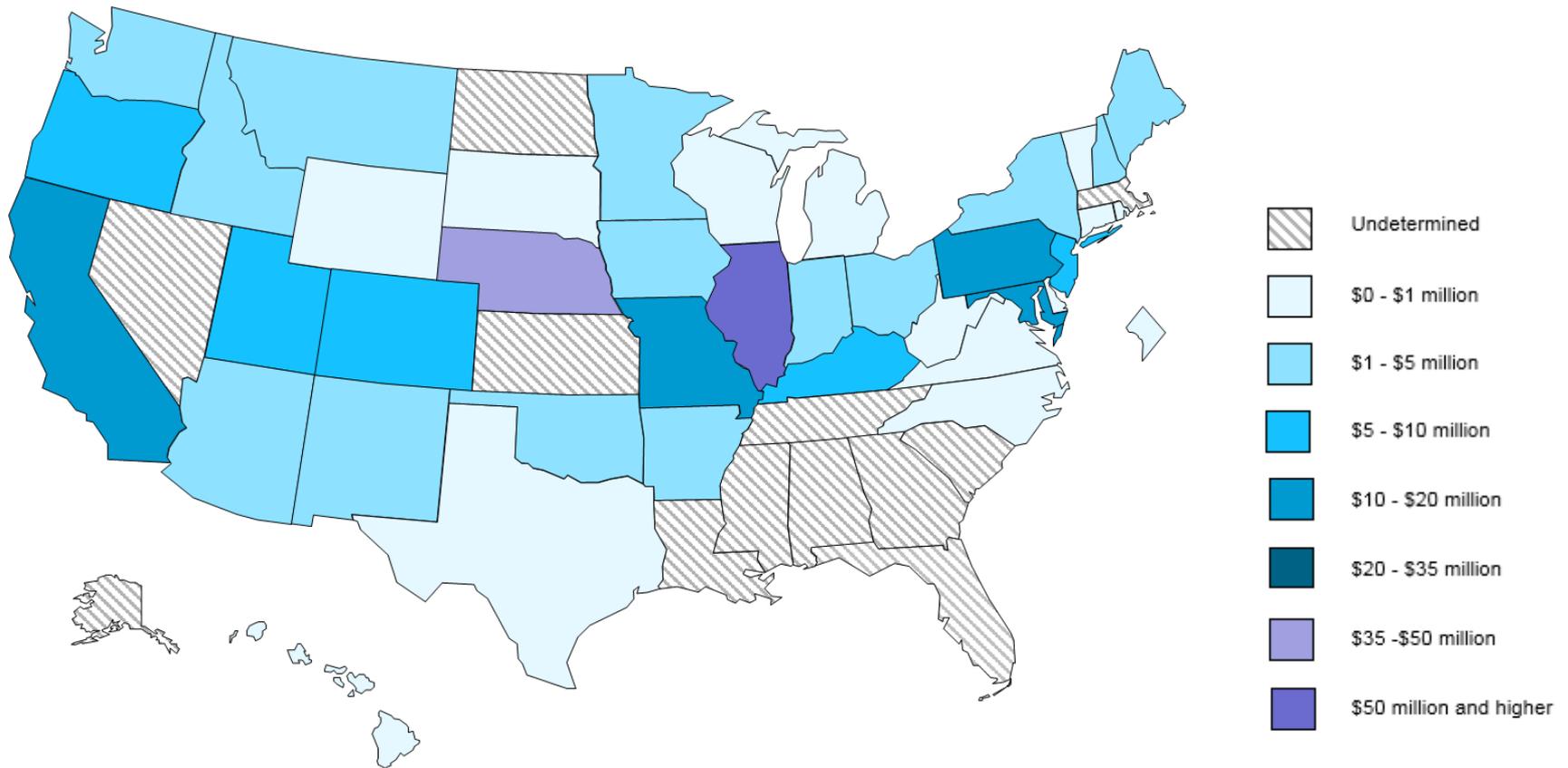
- ENERGY STAR partners continue to drive strong sales across the appliance market.
- New **LAUNDRY MADE BETTER** promotion showed why ENERGY STAR washers and dryers are better for your clothes, you and your family, and the planet!
- Continued success in 2017
 - Flip Your Fridge for **REFRIGERATORS** and **FREEZERS**
 - Make the cool choice with ENERGY STAR **ROOM AIR CONDITIONERS**





Energy Efficiency Program Sponsor Appliance Promotions

50% of states had appliance program budgets larger than \$1 million, and 6 states devoted more than \$10 million to their appliance programs.





New in 2017 Laundry Made Better!

- EPA launched Laundry Made Better national promotion, raising awareness of the benefits of ENERGY STAR certified washers and dryers
- More than 25 partners participated serving 21 million households
- EPA highlights include:
 - 4 million impressions from advertising and native content on popular parenting sites Motherly and Fatherly





Laundry Made Better – LG



Fatherly with LG Electronics USA.

July 22, 2017 at 3:27pm · Paid ·

It's time to make laundry better -- better for your clothes, better for the environment, better for your family.



Win the Wash

Now's your chance to win one of the best washer and dryer systems on the...

FATHERLY.COM

Like Comment Share

LG partnered with both Motherly and Fatherly to help promote ENERGY STAR certified laundry by offering readers a chance to win their own ENERGY STAR laundry pair!

MOTHERLY



You're a #RockSTARDad because...

by Motherly + ENERGY STAR



Parenting is one wild ride. There are ups and downs. There are wins and challenges. Every day is different, and we always need to be on our toes. That's why we're so (so!) grateful we have our children's amazing #RockSTARDads with us every step of the way to share in this crazy-wonderful-fun journey with us. That's why we celebrated this Father's Day by recognizing a few of the awesome husbands with an essay contest—the winner took home an **ENERGY STAR certified LG TWINWash™ 2-in-1 washer system** that lets you wash two loads at once and a matching LG dryer!

Products that earn the ENERGY STAR save energy, save money and help protect the planet—so only the best for your #RockSTARDad! Click below to read the stories.

The Motherly #RockSTARDad Essay Series is brought to you by Motherly and the U.S. Environmental Protection Agency's ENERGY STAR program. The ENERGY STAR certified washer + dryer prize is provided by LG. TWINWash™ 2-in-1 washer and dryer pair models may vary from pictured due to inventory and/or household requirements related to size and installation requirements.

LG TWINWash™
Wash Two Loads At The Same Time





Laundry Made Better - Nationwide



Learn more at energystar.gov



LAUNDRY MADE BETTER
Better for You & the Planet

As A Member Of
nationwide
Marketing Group



SAVE \$490

over the lifetime of ENERGY STAR® certified clothes washer and even more with ENERGY STAR® washer/dryer pair.

Clothes dryers that have earned the ENERGY STAR® use approximately

20% LESS ENERGY

than standard models.

Nationwide Marketing Group kept their members up to date with ENERGY STAR messaging and materials.

Make laundry better with ENERGY STAR – better for your clothes, better for you and your family, better for the environment.



- **Better for you** – ENERGY STAR certified clothes washers and dryers save energy, which means that you will save on energy bills. Many are also equipped with advanced features that make cleaning and drying easier and more effective.
- **Better for the environment** – Saving energy means that ENERGY STAR certified washers and dryers help protect the climate, which means that your kids and the planet will benefit for years to come.
- **Better for your clothes** – ENERGY STAR clothes washers use a variety of sophisticated cleaning methods that are gentler on your clothes, while ENERGY STAR clothes dryers use less heat and sensor drying which reduces wear and tear on clothes from over drying.



ENERGY STAR Laundry

- Clothes washers and dryers that have earned the ENERGY STAR deliver superior efficiency and performance by incorporating advanced features.
- ENERGY STAR certified clothes washers and dryers are 25% and 20% more efficient, respectively, than standard models.
- Save \$490 over the lifetime of an ENERGY STAR certified clothes washer and even more with an ENERGY STAR washer/dryer pair.

ENERGY STAR certified clothes washers incorporate the following advanced features:



- **Multiple configurations** – ENERGY STAR certified clothes washers are available in either front-load or redesigned top-load configurations which include technology innovations that help save energy and water.
- **Sophisticated wash systems** – ENERGY STAR certified top-load machines clean your clothing just like standard models without wasting water to fill up the tub. Instead, these machines use sophisticated wash systems to cycle clothes through a mixture of water and detergent, allowing the clothes
- **No central agitator** – Front-load machines tumble clothes through a small amount of water instead



Laundry Made Better - Sears

Kenmore. Whirlpool. KitchenAid. LG. FRIGIDAIRE. Amana. GE APPLIANCE. MAYTAG. BOSCH. SAMSUNG.

SAVE 43% ON THE PAIR

\$599⁹⁹ EACH
REG. 1099.99 each
5.3-cu. ft. washer 02828152
8.8-cu. ft. dryer 02881132
Gas dryer priced higher.

Kenmore

SAVE \$600 ON THE PAIR

\$799⁹⁹ EACH
REG. 1400.99 each
4.5-cu. ft. washer 02845583/WM3770VA
7.4-cu. ft. dryer 02885573/DLEX570V
Gas dryer priced higher.

Optional pedestals sold separately.

LG

SAVE 42% ON THE PAIR

\$749⁹⁹ EACH
REG. 1299.99 each
5.2-cu. ft. steam washer 02831553
7.3-cu. ft. dryer 02881553
Gas dryer priced higher.

Kenmore Elite

SAVE 43% ON THE PAIR

\$799⁹⁹ EACH
REG. 1400.99 each
4.5-cu. ft. steam washer 02841583
7.4-cu. ft. dryer 02881583
Gas dryer priced higher.

Optional pedestals sold separately.

Kenmore Elite

SAVE \$1160 ON THE PAIR

\$949⁹⁹ EACH
REG. 1909.99 each
6.2-cu. ft. steam washer 02831553
9.2-cu. ft. dryer 02881533
Gas dryer priced higher.

Kenmore Elite

SAVE 43% ON THE PAIR

\$999⁹⁹ EACH
REG. 1779.99 each
5.2-cu. ft. smart washer 02841562
9.0-cu. ft. smart dryer 02881562
Gas dryer priced higher.
\$449.99 1.0-cu. ft. pedestal washer REG. 809.99 02851902

Optional pedestals sold separately.

Kenmore Elite

Sears circular promoting ENERGY STAR certified laundry.



Laundry Made Better – Social Media

Best Buy for Good @BestBuyCSR · May 30
@ENERGYSTAR certified clothes washers and dryers help save energy and protect the planet. Laundry made better. bit.ly/2nVUGi

ComEd
June 23 · 🌐

👕 🧺 EnergyStar certified clothes washers and dryers are more efficient and use less energy. Check out ComEd.com/Rebates when you purchase a certified appliance! See how you can save more than \$490 and 33,000 gallons of water. bit.ly/2qE4Jso #LaundryMadeBetter

Comment Share

Samsung News US TW @SamsungNewsUS · 1d
Make laundry better w/ @ENERGYSTAR certified Samsung FlexWash & FlexDry, better for your clothes & your family, better for environment

Retail, manufacturer, utility partners helped spread the word through social media.

2017 Flip Your Fridge – Building on Success

- Third year of the national promotion, helping increase the sale of ENERGY STAR refrigerators and freezers
- More than 29 partners participated serving 18 million households – thank you!
- EPA highlights include:
 - 1.6 million impressions from advertising on Google and syndicated NAPS article
 - New! BobVila.com native content



2017 Flip Your Fridge – BobVila.com Flip Your Fridge Give-away

bob vila™ Tried, True, Trustworthy Home Advice

Newsletters: Find a Pro | Bob Vila Academy

HOW-TO CENTER | GET IDEAS | FIND INFO | DISCUSS IT | WATCH TV | Enter the \$5,000 "Beat the Heat" Giveaway!

Bob Vila's Flip Your Fridge Giveaway

Enter now to win a new Kenmore refrigerator!

Enter Here To Win!

First Name * * Required field

Email Address *

Zip Code *

By entering to win, you consent to receive marketing communications from ENERGY STAR, Save, your local utility, and BobVila.com.

1 of 4 | Photo: kenmore.com

Enter Now!

Enter Bob Vila's Flip Your Fridge Giveaway for your chance to win an ENERGY STAR® certified Kenmore Elite 75043 Smart French Door Bottom-Mount Refrigerator in stainless steel! Flipping your fridge – or recycling and replacing your old model with an

Kenmore sponsored Bob Vila's Flip Your Fridge Give-Away offering readers a chance to win a new ENERGY STAR certified Kenmore Elite refrigerator

Bob Vila's Flip Your Fridge Giveaway

Enter now to win a new Kenmore refrigerator!

2 of 4 | Photo: kenmore.com

An Innovative Fridge

All of your fresh and frozen food items will fit comfortably in the Kenmore Elite 75043 Smart French Door Bottom-Mount Refrigerator, thanks to the spacious 24-cubic-foot design and exclusive SlideAway shelves. GeniusCool™ technology regulates the

Bob Vila's Flip Your Fridge Giveaway

Enter now to win a new Kenmore refrigerator!

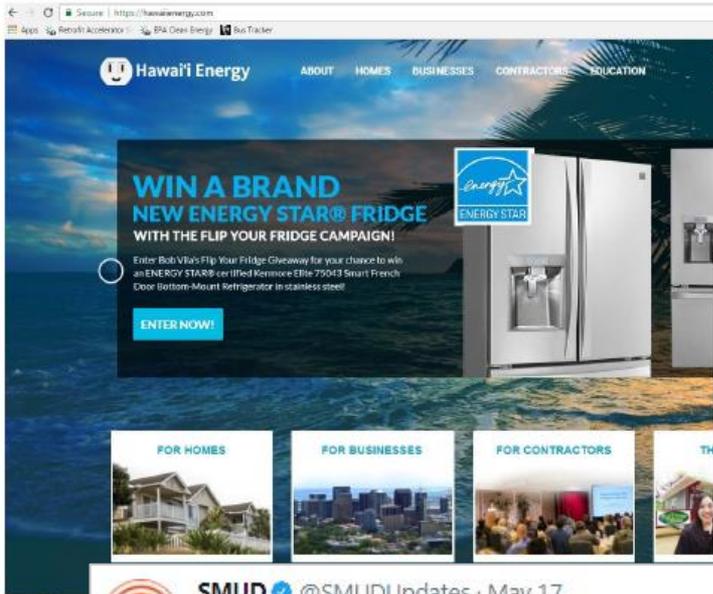
3 of 4 | Photo: bobvila.com

Energy Efficiency and Environmental Benefits

Most old refrigerators consume copious amounts of energy and drive up your electricity bill. Replacing your fridge with a high-efficiency model may seem like an expensive endeavor, but you'll actually save money in the long run. ENERGY STAR certified



2017 Flip Your Fridge – BobVila.com Flip Your Fridge Give-away



Hawai'i Energy, SMUD, and AEP Ohio get the word out to their customers on through their website and across social media





Flip Your Fridge – Beko & Blomberg

Helping their customers find the right fridge with the Flip Your Fridge ruler, distributed through Beko and Blomberg dealers in NY, NJ, CT, PA, and CA

Blomberg
seit 1883

FLIP YOUR FRIDGE

Use this **CoolerRuler** to make sure you get the right size refrigerator to fit your space.

FLIP TO OTHER SIDE FOR RULER.

FLIP YOUR FRIDGE
REPLACE AND RECYCLE

Beko refrigeration features:

- EverFresh+
- NeoFrost
- Turbo Ice Maker
- ProSmart® Inverter Compressor

2017 Flip Your Fridge – Digital Media



ENERGY STAR partners across the country highlight Flip Your Fridge through their online and social media channels.





2017 Flip Your Fridge – Digital Media

Focus on Energy @focusonenergy · Apr 30
#FlipYourFridge for a new @ENERGYSTAR model! We'll give you \$35 when you recycle your old unit. Learn more at focusonenergy.com/fridge.



Is your fridge old enough to drive?

Replace it with an ENERGY STAR-certified model that uses half as much energy.

#FlipYourFridge

NHSaves @NHSaves · May 4
Save up to \$260 over the next 5 years with an @ENERGYSTAR certified refrigerator: bit.ly/2qUSeQ #FlipYourFridge



NJ Clean Energy
May 12 · 🌐

Save even more with a NJ Clean Energy rebate toward the purchase of a new ENERGY STAR refrigerator or the cost of recycling your old one. We'll even come on a Saturday to pick it up! #NJCEP #FlipYourFridge <http://bit.ly/1RWHIUI>

If you don't believe that your fridge is costing you money, check out ENERGY STAR's fridge calculator to get an estimate on how much it costs you to run your old inefficient fridge <https://www.energystar.gov/index.cfm...>



Cool for the Planet

Appliance Recycling Program | NJ OCE Web Site

Appliance Recycling Program Site



The Cool Choice for Room AC

- Second year of EPA's national promotion to promote ENERGY STAR certified room air conditioners
- More than 22 participating EEPS serving nearly 14 million households
- EPA highlights
 - Targeted outreach to Spanish and low-income audiences
 - 3.6 million combined impressions from NAPS and video ads

THE COOL CHOICE FOR ROOM AC

When the weather warms up, make the cool choice of a new ENERGY STAR® certified room air conditioner.

SIZE YOUR A.C. FOR COMFORT AND SAVINGS

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity, leaving the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

AREA TO BE COOLED (SQUARE FEET)	CAPACITY NEEDED BTU/HOUR
100-150	5,000
150-200	5,500
200-250	6,000
250-300	6,500
300-350	7,000
350-400	7,500
400-450	8,000
450-500	8,500
500-550	9,000
550-600	9,500
600-650	10,000
650-700	10,500
700-750	11,000
750-800	11,500
800-850	12,000
850-900	12,500
900-950	13,000
950-1,000	13,500
1,000-1,050	14,000
1,050-1,100	14,500
1,100-1,150	15,000
1,150-1,200	15,500
1,200-1,250	16,000
1,250-1,300	16,500
1,300-1,350	17,000
1,350-1,400	17,500
1,400-1,450	18,000
1,450-1,500	18,500
1,500-1,550	19,000
1,550-1,600	19,500
1,600-1,650	20,000
1,650-1,700	20,500
1,700-1,750	21,000
1,750-1,800	21,500
1,800-1,850	22,000
1,850-1,900	22,500
1,900-1,950	23,000
1,950-2,000	23,500
2,000-2,050	24,000
2,050-2,100	24,500
2,100-2,150	25,000
2,150-2,200	25,500
2,200-2,250	26,000
2,250-2,300	26,500
2,300-2,350	27,000
2,350-2,400	27,500
2,400-2,450	28,000
2,450-2,500	28,500
2,500-2,550	29,000
2,550-2,600	29,500
2,600-2,650	30,000
2,650-2,700	30,500
2,700-2,750	31,000
2,750-2,800	31,500
2,800-2,850	32,000
2,850-2,900	32,500
2,900-2,950	33,000
2,950-3,000	33,500
3,000-3,050	34,000
3,050-3,100	34,500
3,100-3,150	35,000
3,150-3,200	35,500
3,200-3,250	36,000
3,250-3,300	36,500
3,300-3,350	37,000
3,350-3,400	37,500
3,400-3,450	38,000
3,450-3,500	38,500
3,500-3,550	39,000
3,550-3,600	39,500
3,600-3,650	40,000
3,650-3,700	40,500
3,700-3,750	41,000
3,750-3,800	41,500
3,800-3,850	42,000
3,850-3,900	42,500
3,900-3,950	43,000
3,950-4,000	43,500
4,000-4,050	44,000
4,050-4,100	44,500
4,100-4,150	45,000
4,150-4,200	45,500
4,200-4,250	46,000
4,250-4,300	46,500
4,300-4,350	47,000
4,350-4,400	47,500
4,400-4,450	48,000
4,450-4,500	48,500
4,500-4,550	49,000
4,550-4,600	49,500
4,600-4,650	50,000
4,650-4,700	50,500
4,700-4,750	51,000
4,750-4,800	51,500
4,800-4,850	52,000
4,850-4,900	52,500
4,900-4,950	53,000
4,950-5,000	53,500
5,000-5,050	54,000
5,050-5,100	54,500
5,100-5,150	55,000
5,150-5,200	55,500
5,200-5,250	56,000
5,250-5,300	56,500
5,300-5,350	57,000
5,350-5,400	57,500
5,400-5,450	58,000
5,450-5,500	58,500
5,500-5,550	59,000
5,550-5,600	59,500
5,600-5,650	60,000
5,650-5,700	60,500
5,700-5,750	61,000
5,750-5,800	61,500
5,800-5,850	62,000
5,850-5,900	62,500
5,900-5,950	63,000
5,950-6,000	63,500
6,000-6,050	64,000
6,050-6,100	64,500
6,100-6,150	65,000
6,150-6,200	65,500
6,200-6,250	66,000
6,250-6,300	66,500
6,300-6,350	67,000
6,350-6,400	67,500
6,400-6,450	68,000
6,450-6,500	68,500
6,500-6,550	69,000
6,550-6,600	69,500
6,600-6,650	70,000
6,650-6,700	70,500
6,700-6,750	71,000
6,750-6,800	71,500
6,800-6,850	72,000
6,850-6,900	72,500
6,900-6,950	73,000
6,950-7,000	73,500
7,000-7,050	74,000
7,050-7,100	74,500
7,100-7,150	75,000
7,150-7,200	75,500
7,200-7,250	76,000
7,250-7,300	76,500
7,300-7,350	77,000
7,350-7,400	77,500
7,400-7,450	78,000
7,450-7,500	78,500
7,500-7,550	79,000
7,550-7,600	79,500
7,600-7,650	80,000
7,650-7,700	80,500
7,700-7,750	81,000
7,750-7,800	81,500
7,800-7,850	82,000
7,850-7,900	82,500
7,900-7,950	83,000
7,950-8,000	83,500
8,000-8,050	84,000
8,050-8,100	84,500
8,100-8,150	85,000
8,150-8,200	85,500
8,200-8,250	86,000
8,250-8,300	86,500
8,300-8,350	87,000
8,350-8,400	87,500
8,400-8,450	88,000
8,450-8,500	88,500
8,500-8,550	89,000
8,550-8,600	89,500
8,600-8,650	90,000
8,650-8,700	90,500
8,700-8,750	91,000
8,750-8,800	91,500
8,800-8,850	92,000
8,850-8,900	92,500
8,900-8,950	93,000
8,950-9,000	93,500
9,000-9,050	94,000
9,050-9,100	94,500
9,100-9,150	95,000
9,150-9,200	95,500
9,200-9,250	96,000
9,250-9,300	96,500
9,300-9,350	97,000
9,350-9,400	97,500
9,400-9,450	98,000
9,450-9,500	98,500
9,500-9,550	99,000
9,550-9,600	99,500
9,600-9,650	100,000

Learn more about the Cool Choice for Room AC at energystar.gov/roomac.

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR® has been America's resource for saving energy, protecting the environment. Join the millions making a difference at energystar.gov.

THE COOL CHOICE FOR ROOM AC

Quando el clima comienza a tornarse caluroso, la elección de frescura es un nuevo aire acondicionado de pared certificado por ENERGY STAR®.

UNA INSTALACIÓN APROPIADA Y EL USO CORRECTO DEL A.A. SON LAS CLAVES PARA UNA BUENA ENFRIAR.

Un aire acondicionado que no se instaló correctamente puede ocupar la misma cantidad de aire que un hueco de 15 cm cuadrados, por lo que los costos energéticos aumentarán y su casa será menos cómoda.

Siga estas recomendaciones para A.A. y gáñese al calor. **Recomendaciones**

Asegúrese de seguir las instrucciones y de usar los materiales aislantes que vienen incluidos con su aire acondicionado de pared.

Asegúrese de que la unidad esté nivelada para que el sistema de drenaje funcione en forma eficiente.

No coloque lámparas ni televisores cerca del termostato del A.A., ya que la temperatura adicional hará que el equipo trabaje por más tiempo.

Coloque el termostato a la temperatura adecuada, normalmente 78° F. Apreciará cuánto se ahorra.

En días húmedos, coloque el ventilador a baja velocidad. El movimiento lento del aire quita mejor la humedad.

Use un ventilador adicional para repartir el aire fresco.

Quando termine el verano, si es posible, quite la unidad de A.A. de pared para disminuir la pérdida de calor. Otra opción es utilizar un cobertor de un tamaño adecuado durante el invierno.

RETIRAR

Infórmese más sobre la elección de frescura en A.A. de pared en energystar.gov/roomac.

ENERGY STAR es la opción simple para lograr eficiencia energética. Por más de 20 años, el programa EPA de ENERGY STAR® ha sido el recurso de los Estados Unidos para ahorrar energía y proteger el medio ambiente. Únase a millones haciendo una diferencia en energystar.gov.



The Cool Choice for Room AC – Social Media

Mass Save
@MassSave

Follow

.@ENERGYSTAR room air conditioners can save you #energy AND keep you cool this #summer ow.ly/lqAX30bDuga



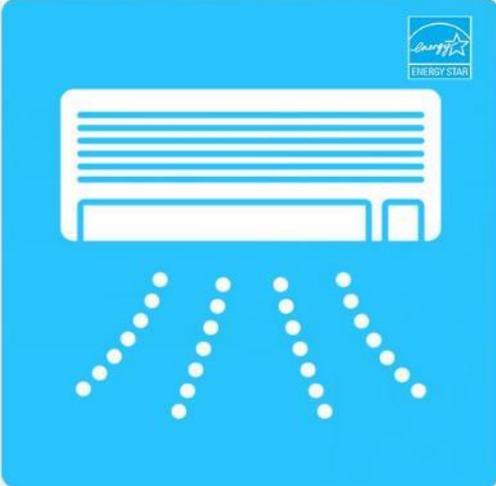
6:50 AM - 30 May 2017

Reply Retweet Like

PasadenaWater&Power
@PWPnews

Follow

Buy an Energy Star AC this summer and get a rebate up to \$45/unit for a room AC and up to \$150/ton for a central AC:
PWPweb.com/HomeEnergyReba...



11:35 AM - 2 Jun 2017



The Cool Choice for Room AC – Kenmore

The ENERGY STAR Advantage



The average American household...

-  generates **20,000 lbs.** of greenhouse gases per year
-  can save about **\$575 per year*** with ENERGY STAR

*Based on \$2,000 average, for national energy bill

Thanks to ENERGY STAR, together Americans in 2014...

-  prevented **283 million** tons of greenhouse gases
-  saved **\$31 billion** on their utility bills

*An average compared to standard models — SOURCE: US EPA ENERGY STAR Program

[View larger](#)

Kenmore® Smart Air Conditioner: Efficiency That Pays



-  save **\$55** over the life of the unit.*
-  uses **9% less energy.***
-  just **\$70** to run per year.*

*An average compared to standard models — SOURCE: US EPA ENERGY STAR Program

[View larger](#)

Kenmore brings attention to the “ENERGY STAR Advantage” of their Kenmore smart air conditioners on amazon.com



The Cool Choice for Room AC – Best Buy



BRYNN ALBRECHT
Staff Writer

SHARE

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✉



COMPANY NEWS

JULY 19, 2016

Sustainable Tech: Saving Money And Staying Cool With Air Conditioners

BRYNN ALBRECHT STAFF WRITER

It's summer, and it's sizzling hot outside. After a long day at work, many of us just want to kick back at home, feeling the chill from our air conditioners.

But how do you make that happen?

You could go the traditional route and blast your air conditioner all day, wasting money, energy and cool air on an empty home. OR, you could opt for an energy efficient air conditioner that helps you save money and live more sustainably (and you won't be sacrificing quality). Here are a few things to consider when shopping for sustainable air conditioners.

- It's all about timing**

Find AC units that have an integrated timer feature. Just punch in the time of day you come home from work and your house will be prepped and ready for you to relax in the cool.
- Reach for the stars**

ENERGY STAR® that is. These energy efficient models can save you major bucks on your utility bill. In 2015, Best Buy® sold enough ENERGY STAR certified air conditioners to collectively save customers more than \$1.3 million in annual energy costs.
- Get connected**

Connected air conditioners can be turned on and off from anywhere through an app on your smartphone. So when you're coming home late after a game, happy hour or yoga, connect to your

Best Buy highlights benefits of ENERGY STAR, plus connected functionality and shares in social media.



Best Buy for Good • @BestBuyCSR · Jun 19

@ENERGYSTAR: The cool choice for room air conditioners.

#SustainableTech corporate.bestbuy.com/?p=11436

▼




More ENERGY STAR Partner Appliance Promotions

Mass Save
September 13 · 🌐

Does your basement look like this? A dehumidifier can take that sticky feeling out of your damp basement. See how you can save with a new appliance and keep your basement dry this Fall.



ENERGY STAR Certified Dehumidifiers

ENERGY STAR certified dehumidifiers use 28% less energy than non-certified models while protecting your home from excess humidity.

Mass Save
August 8 at 3:42pm · 🌐

Why choose an ENERGY STAR certified room air cleaner? For starters, you can save up to \$250 in electricity costs over the course of the appliance's lifetime. Learn more here: <http://bit.ly/2u135YE>



939 Views

Like Comment Share

Storage and Efficiency – You Can Have Both
Super Quiet. Maximum Efficiency. Ultimate Food Preservation.



LIEBHERR
Quality, Design and Innovation

GERMANY ENGINEERING Most Efficient 2017



Appliances Specification Development “At-A-Glance”

Product	Current Version	2018 Planned Actions	Connected Functionality	Release Date	Effective Date
Clothes Washers	8.0	N/A	✓	May 2017	February 5, 2018
Clothes Dryers	1.1	Review	✓	May 2014	January 2015
Dehumidifiers	4.0	Review	N/A	February 2016	October 2016
Room Air Conditioners	4.0	Review	✓	February 2015	October 2015
Refrigerators & Freezers	5.0	Review Letter released August 2017 – not revising at this time	✓	May 2013	September 2014
Residential Dishwashers	6.0	Review	✓	April 2015	January 2016
Air Cleaners	1.2	Review		June 2004	July 2004

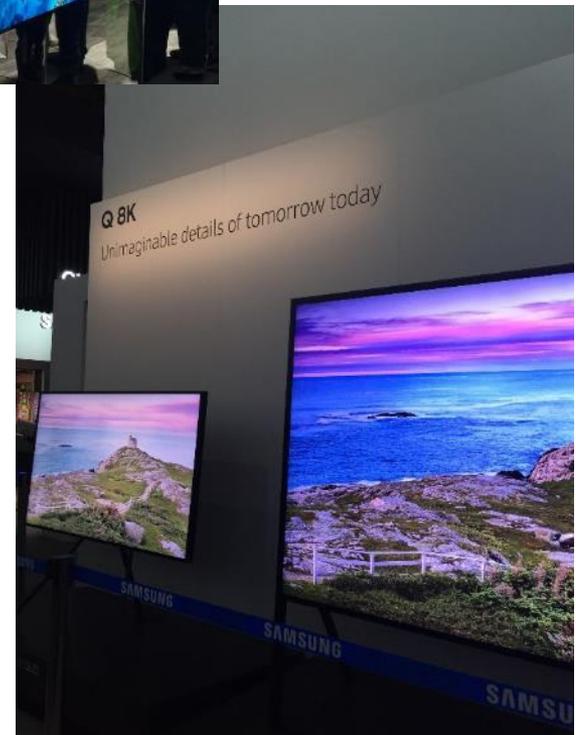
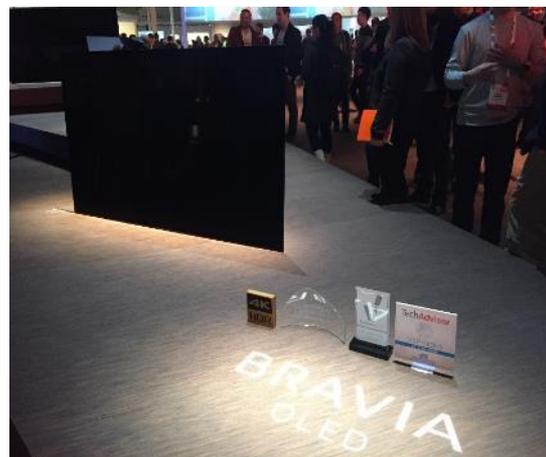


ENERGY STAR

Consumer Electronics

CES 2017

- Met with partners:
 - LG
 - Panasonic
 - Philips
 - Samsung
- Learned about emerging CE technology and the latest trends.





New Resource: Consumer Guide

U.S. Environmental Protection Agency

CONSUMER MESSAGING GUIDE FOR ENERGY STAR® CERTIFIED CONSUMER ELECTRONICS





New Page on Digital Media Players ENERGYSTAR.gov

DIGITAL MEDIA PLAYER

OVERVIEW

BUYING GUIDANCE

Instead of using pay-TV cable or satellite services, many people use a digital media player¹ (DMP), also known as an “over-the-top” (OTT) device, to stream content to their TV sets from the many online streaming services (e.g., Netflix, Hulu, Amazon Prime). DMPs provide an inexpensive, easy to use, quickly installed method to view content on your television. Twenty million households in the United States had a DMP in 2015, a 63 percent increase from 2014².



An ENERGY STAR certified digital media player (DMP) is 44 percent more efficient. DMPs are the most efficient device to stream content to your TV:

- A traditional cable/satellite box uses about four times as much energy as a DMP.
- A computer uses 11 times more energy than a DMP.

A game console uses 15 times more energy than a DMP.

Stream Smart with ENERGY STAR

TV watching is no longer done only on TV sets as more and more people use computers and tablets to view streamed TV content. But regardless of how you get your streamed TV content, ENERGY STAR certified products that enable streaming – modems, routers, set top boxes, digital media players, tablets, laptops, computers, TVs, and smart TVs – use 25 percent less energy on average.

Streaming Tips:

- **Use a tablet.** When streaming content on the small screen, use a tablet if available. A laptop uses four times the energy of a tablet and a desktop computer uses 15 times the energy of a tablet.
- **Smart TVs are a smart choice.** When streaming content on the big screen, a smart TV, a TV with internal components to stream content, uses the least amount of energy compared to other streaming devices and is the “smart” choice for energy efficiency.
- **Use game consoles for gaming.** If you can, use your game console for gaming only and leave the streaming to other devices. A game console uses 15 times more energy than a digital media player (e.g., Roku, Apple TV) and four times more energy than traditional cable/satellite STB.

PRODUCT FINDER



Looking for a specific ENERGY STAR certified product model?

START HERE

REBATE FINDER



ENERGY STAR partners sponsor rebates on certified products. Enter a zip code below to find deals near you!

SUBMIT

DID YOU KNOW?



If all digital media players sold in the United States were ENERGY STAR certified, the cost savings would grow to more than \$200 million each year and three billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from over 280 thousand vehicles.



2017 Streaming Campaign

- More consumers are accessing entertainment content by streaming
 - ENERGY STAR has the products they use to stream:
 - Certified Smart TVs
 - Certified slates and tablets
 - Certified digital media players
 - Resources on how to make streaming more energy-efficient

STREAMING MEDIA?
Make the simple choice to do it smarter.

DID YOU KNOW?

ENERGY STAR® certified products that enable streaming, modems/routers, set top boxes, digital media players, computers, laptops, TVs, and smart TVs, are **25%** more energy efficient.

STREAMING TO A LARGE SCREEN

TELEVISION
Smart TVs = Smart Choice
Smart TVs, with built-in components and user interfaces to enable streaming, are the most efficient way to stream content to the large screen.

DIGITAL MEDIA PLAYER
15x more efficient
Digital media players (e.g., Roku, Apple TV) use 15 times less energy than a game console.

STREAMING TO A SMALL SCREEN

TABLET
4x more efficient
Tablets use 4 times less energy than a laptop.

TRENDS IN STREAMING

20 million
US households had a digital media player in 2015, a 63% increase compared to 2014!

50%
More than half of the US population watched TV by streaming online at least once a month in 2016.

EPA's ENERGY STAR® is the simple choice for energy efficiency. Join the millions across America already making a difference at energystar.gov.

Coming Up...Participate in ENERGY STAR's Holiday Messaging!

- Join ENERGY STAR's holiday promotion, "The Best Gifts Do Great Things" this season:
 - Offer special deals on your ENERGY STAR certified products that we can feature
 - Incorporate ENERGY STAR promotional materials and messaging into your marketing
 - Show off your best gifts by engaging with customers on social media



This holiday season, give a gift that does great things with ENERGY STAR. When you choose ENERGY STAR electronics, appliances and other products, your gift will have the latest features, save energy and money and also prevent climate change. It's a gift that gives back to your loved ones and the planet.

Choose a Product

Choose from the many ENERGY STAR products that make great gifts! Learn more about what makes them great plus special deals and rebates available from ENERGY STAR partners.

 Televisions	 Wireless Speakers	 Digital Media Players
 Sound Bars	 Tablets	 Laptops

Give Great Gifts

Join us in making a difference for your loved ones and the planet with ENERGY STAR gift-giving this season. Take the pledge to give great gifts.

Complete your pledge

First Name

Last Initial Zip Code

Email

COMPLETE YOUR PLEDGE

Disclaimer

Spread the Word

Encourage others to give the best gifts that do great things. Share this holiday badge on social media to spread the word and inspire others.



ENERGY STAR Water Heaters



The Water Heater Market

- Heating water is second highest residential energy use next to heating and cooling your home!
- Market still remains the Big 3 – A. O. Smith, Rheem, and Bradford White
- 96 percent are storage tank types; only 4 percent are tankless types.
- Fuel used to heat water nationwide:
 - 53 percent natural gas
 - 39 percent electric
 - 4 percent propane gas
 - 4 percent other (fuel oil, wood, solar)

83 percent of water heaters are purchased in emergency situations due to water heater failure!

Why Emergency Replacements Lead to Bad Decisions

- Water heater failures can lead to:
 - Flooded basements
 - Cold showers
- These conditions lead to a customer:
 - Interested in the quickest and cheapest water heater installation possible;
 - Uninterested in time-consuming consideration of energy efficient water heater and all of its details (e.g., different technology, savings, higher first costs, paybacks).



“Planned replacement” of water heaters is the single most important message a retailer can have in the promotion of efficient water heaters!

How to Promote Planned Replacement

- **Did you know?** An astounding 37 percent of water heaters in the U.S. are 10 years old and on the verge of failure!
- Don't be caught off guard and be forced to deal with:
 - Not having hot water for days;
 - The emotional (e.g., ruined old photo albums) and financial burdens of a flooded basement.
- Replace your water heater early with energy efficient ENERGY STAR water heaters that save energy and money and qualifies for generous utility rebates.



Tie “planned replacement” to the energy savings and long term financial benefits of ENERGY STAR water heaters.

ENERGY STAR National Water Heater Promotion

- Outreach effort to encourage consumers to think about replacing their old water heater before it fails. Consumers can achieve big savings by switching to ENERGY STAR and there are big rebates available, which might not be around forever.
 - Increase awareness of the value of ENERGY STAR water heaters
 - Encourage planned replacement of old water heaters
 - Increase overall demand and sales of ENERGY STAR certified water heaters
- Call to Action: Replace your old water heater with a certified model
- Will include paid search and earned media



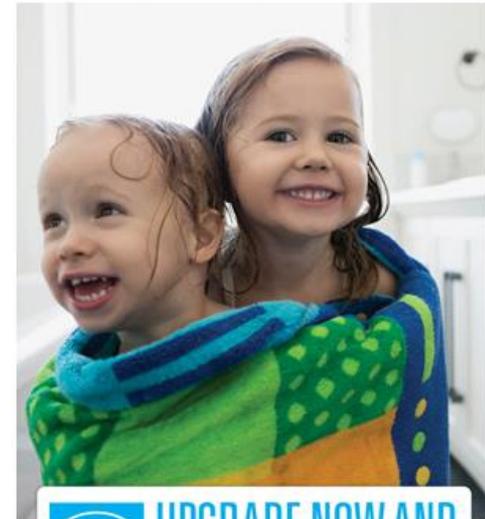
Thank you to our Featured Brands and Retailers



- Sears , Lowes and Home Depot use POP to promote ENERGY STAR certified water heaters



- A .O. Smith and Rheem helped with technical content for various outreach material, such as the HPWH Consumer Guide and the HPWH Contractor database



Save up to **\$3,500** over its lifetime plus more with a rebate. ▶



New Tool: Water Heater Contractor Finder

Find and Compare Products

Languages: [English](#) | [Français](#) Access to ENERGY STAR API, Data Set or Excel File

Find product models that have earned the ENERGY STAR and compare features, savings and more to optimize your purchase.

- 1 Select a product category of interest to you.
- 2 Get details on specific qualifying models.
- 3 Make informed purchasing decisions.

ENERGY STAR Certified Water Heaters Visit the [Water Heaters](#) page for usage tips and buying guidelines.

Efficiency and performance for ENERGY STAR certified water heaters may be evaluated using two different methods. The results of testing from these methods are not directly comparable. Solar water heater products have requirements for Solar Energy Factor (SEF), not Uniform Energy Factor (UEF).

(69) heat pump water heater installers in your area i : 98101
SHOW INSTALLERS →

Filter Your Results

1432 Records Found

Fuel

Electric (189)

Natural Gas (857)

Propane (890)

Do not filter

Type

Gas Storage (753)

Gas Tankless (259)

Heat Pump (109)

High Capacity Storage (48)

Solar with Electric Backup (210)

Solar with Gas Backup (7)

Do not filter

Brand Name

A. O. Smith (92)

A.O. Smith (56)

American (81)

American Solar (67)

American Standard (3)

Bosch (11)

Bradford White (4)

[Show more](#)

A. O. Smith - G6-UPVT5042NV Compare

Gas Storage - Natural Gas Uniform Energy Factor (UEF): Energy Factor: 0.68 Thermal Efficiency (TE):

A. O. Smith - GPDF 50 102 Compare

Gas Storage - Natural Gas Uniform Energy Factor (UEF): Energy Factor: 0.67 Thermal Efficiency (TE):

A. O. Smith - GPDF 50 103 Compare

Gas Storage - Propane Uniform Energy Factor (UEF): Energy Factor: 0.67 Thermal Efficiency (TE):

A. O. Smith - HPTU 80 120 Compare

Heat Pump - Electric Uniform Energy Factor (UEF): Energy Factor: 3.07 Thermal Efficiency (TE):

Rebates in your zip code: 98101 CHANGE ZIP →

Heat Pump Water Heaters \$500 Valid: 01/01/2011 - 12/30/2017

Mail-in Rebate

Seattle City Light | 206-684-3800 Visit website to learn more

ENERGY STAR Certified Water Heaters

Visit the [Water Heaters](#) page for usage tips and buying guidelines.

CHANGE product category

Efficiency and performance for ENERGY STAR certified water heaters may be evaluated using two different methods. The results of testing from these methods are not directly comparable. Solar water heater products have requirements for Solar Energy Factor (SEF), not Uniform Energy Factor (UEF).

(69) heat pump water heater installers in your area i : 98101 SHOW INSTALLERS →

The installers listed below meet the vetting process of utility-sponsored energy-efficient heat pump water heater programs in their area or that of the product brand owner they are affiliated with. The ENERGY STAR Program is not responsible for the quality of services provided and encourages consumers to ensure their installer is properly certified and licensed.

These links will take you to web sites external to the energystar.gov domain. [EXIT](#)

Installation professionals list provided by Hot Water Solutions, a Heat Pump Water Heater initiative of the Northwest Energy Efficiency Alliance

5 Corners Plumbing A

Address: PO Box 14372 Phone: (206) 508-7972

Seattle, WA 98114

[Visit website](#)

7 Hills Plumbing B

Address: PO Box 14758 Phone: (425) 754-0240

Mill Creek, WA 98082

[Visit website](#)

AP Plumbing LLC C

Address: 11422 Pinyon Ave NE Phone: (206) 842-7857

Bainbridge Island, WA

[Visit website](#)

▲ HIDE INSTALLERS ▼

35



New Tool: Sales Associate Training

- Complementary gas and electric factsheets also available.



ENERGY STAR Certified Electric Heat Pump Water Heaters

- Use less than half the energy of a standard electric storage water heater.
- Can save a four-person household \$330 per year in energy bills and \$3500 over its lifetime.
- Use a highly efficient heat pump – essentially a refrigerator run in reverse – to transfer heat from the surrounding air to the water.
- Switches to conventional electric resistance element heating if surrounding air too cold or demand high.
- Made by all the major manufacturers.



The ENERGY STAR heat pump water heater is one of the largest residential savings opportunity available.



ENERGY STAR Certified Gas Tankless Water Heaters

- Provide endless supply of on-demand hot water via higher output burners with no storage tank.
- Eliminate energy wasted maintaining tank water temperature.
- Employ a more efficient secondary heat exchanger.
- Saves a family of four \$250 over its lifetime compared to a standard tankless water heater
- Saves a family of four \$1,500 over its lifetime compared to a standard gas storage tank water heater.
- Last twice as long as a conventional unit and take up much less space.
- High replacement installation costs due to high gas flow requirements, different venting/water connections.



Great choice for new construction/ major remodeling/vacation homes and becoming popular as a replacement for gas storage water heaters!

Upcoming Tool: Water Heater Replacement Guide

- Online and mobile tool.
- HPWHs, which transfer heat from surrounding air to water, have specific requirements regarding location.
- User can determine if their home is right for a HPWH in 4 easy steps.
- Recommends HPWH size based on family size.



Distributor-Focused Midstream Programs: The Key to Unlocking Residential Water Heater and HVAC Savings

- Engage wholesale distributor to provide discounts on eligible efficient equipment.
- Programs increase the availability and market share of energy-efficient products to a broader contractor network, therefore increasing the likelihood customers purchase more efficient equipment.
- Program participation has often at least doubled, and in some cases, increased ten-fold.
- Contact ENERGY STAR at midstreamdistributor@energystar.gov if interested.

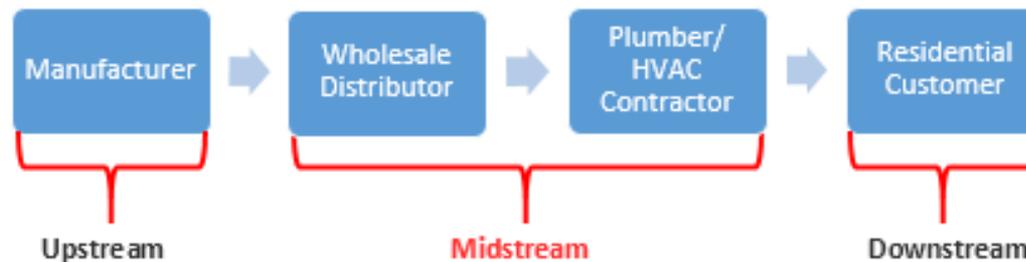


Figure 1: HVAC and Water Heater Residential Incentive Program: Shift from Downstream to Midstream



New Midstream Website Resource

The screenshot shows the ENERGY STAR website interface. At the top, there is a navigation bar with 'ABOUT ENERGY STAR' and 'PARTNER RESOURCES' links, and a search bar. Below the navigation bar is the ENERGY STAR logo and the tagline 'The simple choice for energy efficiency.' A row of four main navigation buttons is displayed: 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. Below this is a breadcrumb trail: 'Home » Certified Products » Retailers » Distributor-Focused Midstream Programs'. The main heading is 'Certified Products' with the subtext 'Your source for energy efficient product information'. A horizontal menu below the heading includes 'All Certified Products', 'Appliances', 'Lighting', 'Office Equipment', 'Electronics', and 'Product Specifications Search'. The main content area features a sidebar on the left with a dropdown menu for 'Distributor-Focused Midstream Programs' containing links for 'How It Works', 'Astonishing Results', 'Why it Works', 'Best Practices', and 'Midstream Resources'. The main content area has a title 'Distributor-Focused Midstream Programs: The Key to Unlocking Residential Water Heater and HVAC Savings' and a paragraph of introductory text. To the right, there is a green 'EXPERT ADVICE' box with contact information and a list of partner organizations.

Home » Certified Products » Retailers » Distributor-Focused Midstream Programs

Certified Products

Your source for energy efficient product information

All Certified Products | Appliances | Lighting | Office Equipment | Electronics | Product Specifications Search

Distributor-Focused Midstream Programs

- How It Works
- Astonishing Results
- Why it Works
- Best Practices
- Midstream Resources

Distributor-Focused Midstream Programs: The Key to Unlocking Residential Water Heater and HVAC Savings

Recently, energy efficiency program administrators have provided incentives up the supply channel to a “midstream” market actor – the wholesale distributor – resulting in sales doubling, and in some cases, increasing ten-fold for ENERGY STAR certified water heaters and HVAC. Click on the links below to be introduced to the basic concepts behind distributor-focused midstream programs, review the remarkable increases in program participation, understand why the programs are so successful, and review best practices gathered from program.

EXPERT ADVICE

Contact us at midstreamdistributor@energystar.gov to set up a call with ENERGY STAR and the Technical Advisory Group. The group includes:

- AO Smith
- CLEARResult
- Energize CT
- Energy Solutions
- Energy Trust of Oregon
- NEEA
- SDG&E
- VEIC

www.energystar.gov/products/retailers/midstream_programs

Midstream Office Hours

- Bring your questions for our experts to the Midstream Office Hours session!
 - Wednesday, October 25th, 1:15-1:45pm
 - Gold Coast, Level 3





Marketing Tools & Resources



Appliance, Consumer Electronics, and Water Heater Marketing and Training Resources

- ENERGY STAR Marketing Tools & Resources: featuring all the latest promotional materials
 - energystar.gov/marketing_materials
- Updated Consumer Messaging Guides
 - ENERGY STAR Certified Appliances
 - NEW! ENERGY STAR Certified Consumer Electronics
- Sales Associate Training Presentations at energystar.gov/training



CHOOSE AN ENERGY STAR® CERTIFIED ELECTRIC STORAGE WATER HEATER

The simple choice for energy efficiency.

May 2017

Soak in The Savings!
Electric storage water heaters that have earned the ENERGY STAR are independently certified to save energy, save you money, and help prevent climate change. In fact, they:

- Use less than half the energy of a standard electric storage water heater
- Can save a four-person household \$330 per year in energy bills.

To improve efficiency, ENERGY STAR certified electric storage water heaters use a highly efficient heat pump – essentially a refrigerator run in reverse – to transfer heat from the surrounding air to the water. They are referred to as Heat Pump Water Heaters (HPWH).

Figure 1: Annual Energy Costs for an Electric Storage Water Heater (4-person family)

Water Heater Type	Annual Energy Cost (\$)
Standard Electric Resistance Water Heater	~\$650
ENERGY STAR Heat Pump Water Heater	~\$320

Don't Flood Your Investment!
If your water heater is over 10 years old, be proactive and replace it with an ENERGY STAR certified water heater BEFORE it fails.

Take Advantage of Incentives
Many utilities offer incentives for purchasing ENERGY STAR certified HPWHs. The table below shows several examples from across the country. Check with your local utility for more details or go to www.energystar.gov/whwh.

Table 1: ENERGY STAR Certified HPWH Incentives

State	Utility	Incentive
CA	PG&E	\$300
GA	Georgia Power	\$250
HI	HECO	\$300
MA	NECA	\$750
ME	MEPSA	\$750
NH	Public Gas	\$100-\$200
WA	Seattle City Light	\$100-\$200

Save Thousands of Dollars
An ENERGY STAR certified HPWH can save a four-person family \$3,200 over its lifetime and will pay for its additional cost in just 10 years.

Table 2: ENERGY STAR HPWH Savings Based on Household Size

Household Size	Annual Savings	Payback (Years)	Lifetime Savings
2	\$190	4.3	\$1,240
3	\$250	3.2	\$1,600
4	\$330	2.6	\$2,070

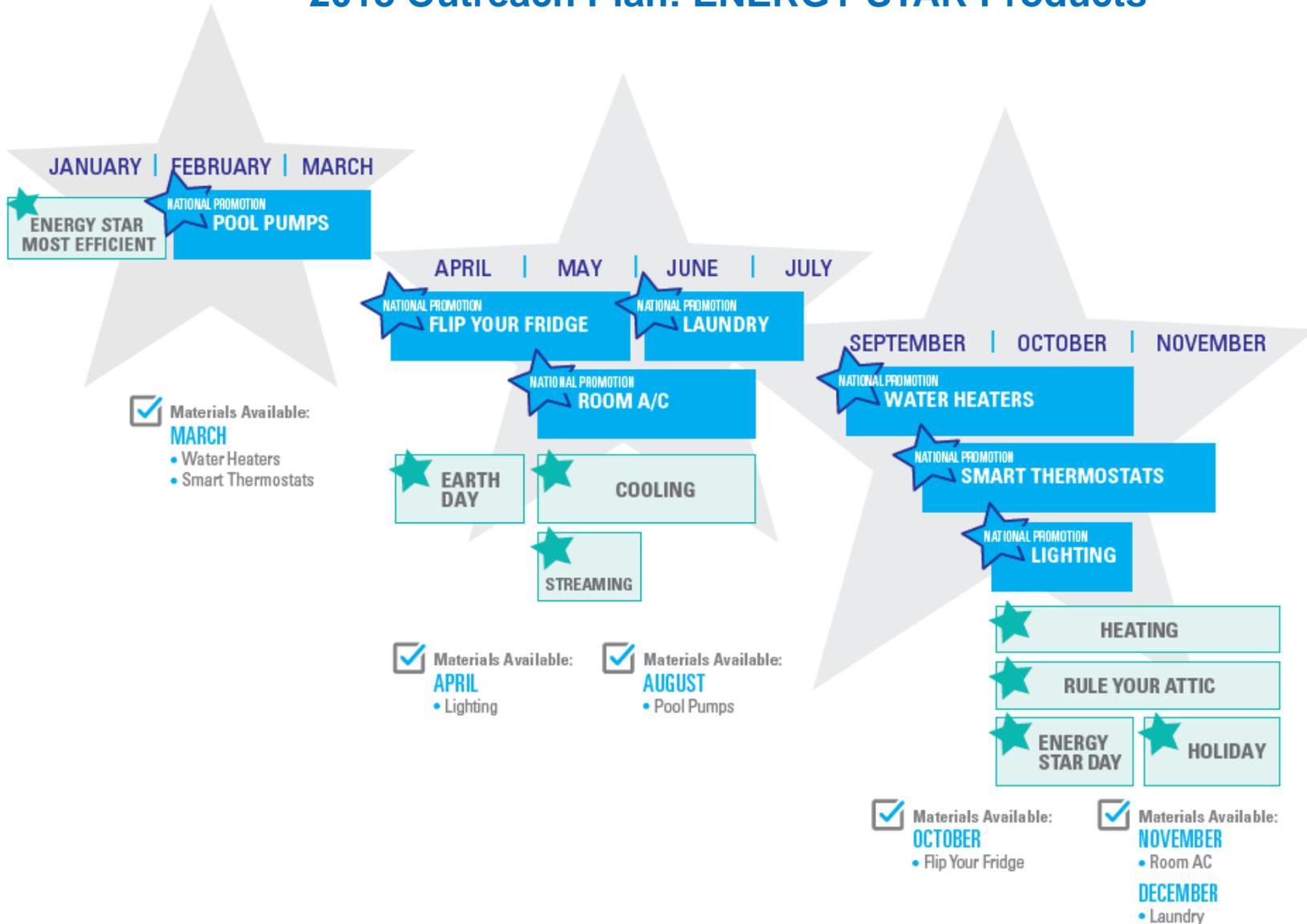
Assumes: Electricity Rate of 12 cents/kWh; incremental cost = \$800; 12-year lifespan.

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.

EPA United States Environmental Protection Agency



2018 Outreach Plan: ENERGY STAR Products





Key Contacts - Appliances

- **Appliance Sales & Marketing**

- Rosemarie Stephens-Booker, EPA ENERGY STAR
Stephens-booker.rosemarie@epa.gov; (202) 343-9529
- Jason Warner, ICF International
Jason.Warner@icfi.com; (704) 237-4332
- Sarah Duffy, The Cadmus Group
Sarah.Duffy@cadmusgroup.com; (617) 673-7210

- **Appliance Specification Development**

- Melissa Fiffer, EPA ENERGY STAR
fiffer.melissa@epamail.epa.gov; (202) 343-9464
- Steve Leybourn, ICF International
steve.leybourn@icfi.com; (202) 862-1566



Key Contacts – Consumer Electronics

- **Sales & Marketing**
 - Rosemarie Stephens-Booker, EPA ENERGY STAR
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 - Allison Robinson, The Cadmus Group
Allison.Robinson@cadmusgroup.com; (503) 467-7102
- **Specification Development**
 - Verena Radulovic, EPA ENERGY STAR
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Key Contacts – Water Heaters

- **Sales & Marketing**

- Stacy Glatting, EPA ENERGY STAR
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- Rosemarie Stephens-Booker, EPA ENERGY STAR
Stephens-booker.Rosemarie@epa.gov; (202) 343-9529
- Allison Robinson, The Cadmus Group
Allison.Robinson@cadmusgroup.com; (503) 467-7102

- **Specification Development**

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